

Am I an Exemplar?

WELL, WELL—AN EXEMPLAR!



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SORRY, PAL—
NOT AN
EXEMPLAR,
I'M A
CANADIAN.



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YOU'RE AN EXEMPLAR
WHenever ANYONE PICKS
YOU AS AN
EXAMPLE.



SO! WHAT'S THE
EXAMPLE I'M SETTING?



YOU'RE SHOWING YOUR
YOUNGSTER HOW TO
SMOKE.



NOT ME! SHE'S
COPYING THOSE
CIGARETTE
ADS.



Am I an Exemplar?

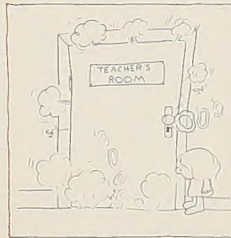
SHE
IMITATES
REAL PEOPLE
FASTER.



WHY BLAME ME?
THERE ARE LOTS
OF EXEMPLARS
BESIDES
PARENTS



TEACHER'S
ROOM



YEH, THERE'S SOME
NURSES AND DOCTORS, TOO
WE ALL WARN THE KIDS
NOT TO SMOKE,
THOUGH.



VERY PUBLIC SPIRITED!
EXAMPLE COUNTS
MOST, THOUGH.



O.K.! BUT
WHAT IF I
CAN'T QUIT?



ADMIT IT.
CONVINCE THE
KIDS HOW
IT FEELS TO
BE HOOKED.



Am I an Exemplar?

THEN TEACH THEM
THE FACTS ABOUT
THE HABIT.



THAT'S SECOND BEST,
OF COURSE. YOU CAN'T
BEAT EXAMPLE.



REMEMBER
YOU'RE AN
EXEMPLAR!



THIS CONCERNS YOU AND YOUR CHILD

An estimated minimum of 10,000 Canadians die unnecessarily each year because of cigarette-induced diseases — mainly heart attack, lung cancer, chronic bronchitis and emphysema. The amount of illness and the loss of work, money and enjoyment of life are proportionately heavy. Surveys have consistently shown that the children of smoking parents are more likely to smoke themselves. Some start as early as ten years of age. The younger the starting age, the more serious the consequences. The dangers of smoking also increase with the daily cigarette consumption, the number of years of smoking and the degree of inhalation.

CIGARETTE SMOKING AND YOUR HEART

The greatest risk of cigarette smoking is death from a heart attack. About half the premature deaths of cigarette smokers are caused by heart attacks. This danger is found among younger as well as older smokers.

How cigarette smoking increases the risk of heart attack is not known. Studies point to three possibilities — the increased heart action and need for oxygen caused by nicotine, the decreased ability of the blood to deliver life-giving oxygen to the heart because of the effects of the carbon monoxide in cigarette smoke, and faster blood clotting in smokers.

TAR AND NICOTINE

Tar, formed when a cigarette burns, is drawn into the lungs on inhalation. A smoker's lungs characteristically show a brownish-black colour. (It is simple to obtain a sample of tar by blowing a mouthful of smoke through a white handkerchief. Compare the stains created before and after inhalation.) The tar is a complicated mixture of chemicals. Some can produce cancer, some assist in producing it, some cause irritation. Cigarette smoke also contains several irritating gases and carbon monoxide.

Nicotine is part of the tar, but is measured separately. Depending on the person, it can either stimulate or tranquilize. Sometimes it gives a lift. Sometimes it calms. Smokers' needs for these actions aid habituation.

Nicotine also affects the heart and blood vessels. It causes small arteries to contract, temporarily raises blood pressure, reduces the flow of blood in the arms and legs and increases heart-beat.

YOUR LUNG'S CLEANING SYSTEM IS IMPORTANT

Cigarette smoking is sometimes called Personal Air Pollution. It harms more people and is for the average smoker more dangerous than any other form of air pollution. Cigarette smoke taken through the mouth bypasses the normal air cleaning provided by the nose.

Your bronchial tubes have tiny hair-like attachments called cilia which cleanse the lining of impurities. Cigarette smoke can damage these, allowing the lung to become vulnerable to irritants and cancer-producing substances. There is also an increased production of phlegm. Phlegm and foreign materials collect in the bronchial tubes and the resulting Smoker's Cough may be the first sign of Chronic Bronchitis. Shortness of breath and wheezing may also develop.

Continued irritation by cigarette smoke can cause some of the cells lining the bronchial tubes to change. Sputum collected from smokers for lung cancer tests shows these changed cells, some of which are capable of progressing to lung cancer.

WHAT IS EMPHYSEMA?

Emphysema, a disease largely unknown to the layman a decade ago, is becoming painfully familiar among cigarette smokers. Sufferers can become badly crippled with breathing difficulties which lead to misery and shortened life.

Emphysema begins with damage to the air sacs of the lung. Air sacs are broken down, over-distended and scarred. The lung loses much of its elasticity. It is hard to blow air out. The ability to exchange gases (oxygen and carbon dioxide) between the air and the blood stream is impaired. Heart-strain may follow because of the increased resistance to blood flow in the lungs. Patients with emphysema often have chronic bronchitis too.

THIS IS CHEERING

Happily, many of the changes found in cigarette smokers' lungs are reversible. If disease has not already developed, gradual improvement occurs when one stops smoking. Even in the presence of established bronchitis and emphysema, cough and shortness of breath can be lessened by giving up the habit. The danger of early death from a heart attack, lung cancer or chronic bronchitis and emphysema is reduced.

So . . . The right time to stop is NOW! You can't stop? Until you can, cut down drastically, don't inhale, and throw away a very long butt.

And, oh yes . . . if you don't smoke, your children are more likely to be non-smokers.

Produced by
DEPARTMENT OF NATIONAL
HEALTH AND WELFARE, CANADA
by the authority of the Minister
the Honourable Allan J. MacEachen
1968